

MEMORANDUM NO. M21-098

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
 Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: November 16, 2021

Recreation Division



NEW! Programs for All. Seven children were offered a spot on a winter basketball team through the Programs for All initiative. For other winter programs, we will review enrollment after the holidays.



Triphahn Center



Willow Recreation Center

Community Fitness Day was held on October 2. The community was able to attend TC & WRC fitness centers for free. This new event will now be held quarterly on the first Saturday of each quarter to promote our fitness centers and encourage our community to focus on their health and wellness.

Triphahn Center Fitness

<u>Membership</u>	<u>10/31/2020</u>	<u>01/01/2021</u>	<u>10/31/2021</u>	<u>2021 YTD Var. +/-</u>
Total	560	509	526	+17

Pass	% Visited in September	% Visited in October
TCIA Fitness Adult	53%	51%
TCIA Fitness Junior/Student	46%	54%
TCIA Fitness Senior	51%	58%
TCIA Gym Pass *	75%	40%
TCIA Silver Sneakers *	14%	19%
TCIA Tivity Prime *	9%	7%
TCIA Renew Active *	16%	18%
Total	39%	40%

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>10/31/2020</u>	<u>01/01/2021</u>	<u>10/31/2021</u>	<u>2021 YTD Var. +/-</u>
Fitness	107	93	96	+3
Racquetball	62	52	30	-22
Total	169	145	126	-19

Pass	% Visited in September	% Visited in October
WRC Fitness Adult	37%	41%
WRC Fitness Junior/Student	43%	50%
WRC Fitness Senior	37%	50%
WRC Gym Pass *	0	0
WRC Silver Sneakers *	27%	25%
WRC Tivity Prime *	6%	6%
WRC Renew Active *	13%	25%
Total	31%	37%

Fall Group Fitness enrollment:

Class	October 2020	October 2021
50+ Forever Strong	61	38
50+ Basic Exercise	22	69
Fitness Boot Camp	12	16
Women of Steel	12	19



Dog Off-Leash Areas

<u>Membership</u>	<u>10/31/2020</u>	<u>01/01/2021</u>	<u>10/31/2021</u>	<u>2021 YTD Var. +/-</u>
Total	617	586	703	+117



General Programs

General Programs:

Program	Fall 2020	Fall 2021
Baton & Poms	27	73
A&A Music (piano & guitar)	6	6
Choir & Theater programs	10	9

Horsemanship	n/a	2
Shotokan Karate	61	98
Tae Kwon Do	31	45
Gymnastics	99	323 (to date)
Racquetball lessons	6	11
Racquetball leagues	n/a	26

Dance:

- There are 154 dancers enrolled in 22 classes this fall. This is compared to 83 dancers in 15 classes last fall.
- Stars Dance Company will be hosting a Friendsgiving on November 23 for dancers who are interested in auditioning for company for the 2022-2023 season.
- Teacher in-service will be on Friday, November 12th.

Special Events:

The first ever Haunted Hoffman Family Fest occurred on Saturday, October 23 from 10:00 a.m. to 3:00 p.m. The event was huge success. We had roughly 700 children register for our Trick or Treat path. We estimated total attendance around 2,500 for the entire event. The event had many different activities including a mini golf course, stage events, crafts, games, hayride, basketball and fishing contests. We are very proud of the whole event and how successful it was.

Upcoming Special Events:

- Winter Wonderland at Bridges on December 11
- Holiday Craft Fair at TC on November 20
- Letters to Santa



50+ Club

- Halloween Luncheon on October 13 had 19 participants.
- Lunch & Learn – Transition to Senior Living on October 20 had 12 participants.
- Senior Seminar on Medicare on October 27 had 32 participants.
- Pub Trivia on October 28 had 32 participants.
- Anderson Japanese Garden Tour had 25 participants.
- Upcoming senior events
 - White Elephant BINGO luncheon – November 17
 - Holiday Dinner Party – December 2
 - Holiday Lights Trolley Tour – December 7
 - Holiday BINGO luncheon – December 15



Early Childhood

Little Stars Child Care has 37 children enrolled; last September there were 17 children.

LSC received another grant check for \$58,671, which covers the months of October through December. This amount will be covering salaries.

Part-Day Preschool 21/22

20-21 TC		21-22 TC			+/-	20-21 WRC		21-22 WRC		+/-
Threeschool	0	Threeschool	12	+12	Threeschool	0	Threeschool	5	+5	
2's Playschool	6	2's Playschool	24	+18	2's Playschool	0	2's Playschool	11	+11	
3's & 4's	47	3's & 4's	87	+40	3's & 4's	30	3's & 4's	32	+2	
Total	53	Total	123	+70	Total	30	Total	48	+18	

Preschool and LSC also received an Overdeck Family Foundation Early Childhood FIRST LEGO League Discover grant. We received around \$2,000 worth of new STEM lego kits.

We will be applying for the Childcare Workforce grant, which will give all preschool staff bonuses up to \$1,000.

Around 400 people attended the Halloween Bash throughout the 90-minute event. There were two inflatables, a pumpkin patch, trick or treat path, seven games, two crafts, temporary tattoos, and cookie decorating. All preschool and LSC staff were working as well as 10 volunteers.



Preschool/Childcare will have an art exhibit that will be showcased at the Village Hall on November 15. The artwork stays up through January. There will be cookies with the mayor on that day for the children and their families. All of the kids will be receiving a certificate from the Mayor.

Early Childhood enrichment classes began this month. There are two fall sessions. To date, there are 125 participants compared to only two children in one music class last year. Many enrichment classes were not offered last year as we did not want the preschool children mixing classrooms.

Storytimes at the Park with Schaumburg Library ran every Wednesday in September and October at Cottonwood Park.



School Age - STAR and Day Camps

STAR Enrollment

	3 days before	3 days after	5 days before	5 days after	Total enrolled
Armstrong	4	11	18	16	49
Fairview	1	16	15	32	64
Lakeview	1	2	14	36	53
Lincoln Prairie	3	6	18	15	42
MacArthur	0	8	22	24	54
Muir	3	3	11	26	43
Total for D54	12	46	98	149	305
Whiteley	4	15	31	42	92
Thomas Jefferson	1	15	4	37	57
Total for D15	5	30	35	79	149

Kinder STAR enrollment:

NEW! Morning Kinder STAR (in afternoon Kindergarten at school)

	3 days	5 days
Whiteley	1	2
Thomas Jefferson	3	4

Afternoon Kinder STAR (in morning Kindergarten at school)

	3 days	5 days
Whiteley	6	8
Thomas Jefferson	3	7

No School Days

Half Day off was held on 10/7- 39 kids registered and went to the Club for wall climbing and gym games.

Full Day off program was held on 10/8- 29 kids registered and went to Vogelei Barn for Esports.

Full Day off program was held on 10/11- 16 kids registered and went to Palatine Park District's Cutting Hall for a Bubble Show.



Youth Athletics

Athletics

Hoffman Basketball Academy

- Private Training lessons – 21 offered
- Point Guard Camp – 6 enrolled
- Shooting Camp- 6 enrolled
- Fundamental Camps on Thursday sold out again with 39 players. These camps have been very successful.
 - We added a section this month for the first time to accommodate more players. We now offer K-2nd, 2nd-4th and 5th-8th grade camps
- 3v3 basketball league began practice on October 5.
 - Total of 21 players registered for our 1/2nd grade league
 - We did offer this last year but COVID ended the season before it began, this is our first official season of 3v3 hoops!
- Our first season of AAU basketball wrapped up on October 24 with a 2-0 showing at their final shootout.
 - Teams this fall session got the added piece of practice on Fridays AND training with Coach Adrian on Wednesdays. Parents loved this!
- Feeder Drop-In- This was the final month of feeder drop-in programs on Sunday night and Monday night. Teams begin practice in November and will pick up our drop in sessions again in March.

- Winter In-House Season- We have 264 players signed up! This is the most at the deadline since 2015!
 - A big part of this is because of the Academy; we have gained many players at the younger levels with our trainings and camps.
 - Our 1st/2nd grade league is already sold out! This has never happened at the deadline.

Baseball

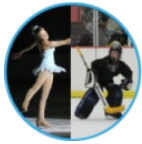
- Fall league concluded on October 23.
- Camps are planned for December 20, 22 and January 3 and 5.
 - We will offer the following clinics on these days: 1st-4th grade fundamental, 5th-8th fundamental, as well as pitching and catching clinics.

Soccer

- There are 215 players in the fall season of outdoor soccer. This is compared to 114 in 2020 and 219 in 2019.
- Fall HUSC soccer clinics have 35 participants. These are new programs!

E-Sports

- Staff is working on new promotions to get more attendance. Birthday parties continue to be popular. New holiday hours and tournaments will be added.



Ice Operations

Hockey:

- Session 1 hockey lessons ended in October. Session 2 began the first week of November.

	2021	2020
Tot Level	47	n/a
Hockey Level 1	57	37
Hockey Level 2	60	52
TOTAL – Sessions 1 & 2	164	89

- A Holiday Clinic will be offered over Winter Break.
- Fall Hockey League kicked off mid-September. New this season is an all-girls Wolverines team playing in the U10 Squirt level.
- There are no comparisons from last fall as COVID restricted league play last fall.

Level	Enrollment
New! NWHL Mites	20
CUHL Travel Mites	16
NWHL Squirts	35
NWHL PeeWees	23
NWHL Bantams	31
NWHL Midgets	30
NWHL Girls U10	13
NIHL Girls U14	16
TOTAL	184

- The Adult Hockey League has five teams. The teams play on Tuesday and Wednesday nights. Adult drop-in hockey is offered on Sunday and Thursday nights.

Figure Skating:

- Fall figure skating lessons began last month. There are 333 skaters enrolled in lessons compared to 207 last fall.
- There are 26 skaters with an unlimited Freestyle pass for this month.
- A new Music Interpretation / Choreography class will be offered in the winter session.

Public Skate:

- Public Skate was offered on October 10. There were 16 pre-registered and 58 walk-ins.
- Pumpkin Skate was offered on October 24. There were 113 pre-registered and 92 walk-ins.

Upcoming Events:

- Try Hockey for Free – December 2
- Try Figure Skating for Free – December 12
- Skate with Santa – December 19



Aquatics

The Club Swimming Lessons:

Swim Lessons	Session 1
Group/Tot/Parent Tot	102
Private Lessons	21

Session 1 of swim lessons ran September through the end of October. Session 2 began the first week of November. There are no comparisons as lessons were cancelled in fall 2020 due to COVID guidelines.

Pumpkin Swim event held at The Club on October 9. Forty-seven swimmers participated in the Pumpkin Swim and then had the opportunity to decorate their pumpkin, play games and make fun Halloween themed crafts.



Communications and Marketing

Special Projects:

- Haunted Hoffman Family Fest
 - Backdrop design and painting of nine backdrops
 - HE Police involvement in event
 - Schaumburg Food Pantry donations from pumpkin decorating station at event. \$465 was collected in addition to canned foods.
 - Organized and recruited all volunteers for the event. These volunteers included costumed characters, candy runners, pumpkin patch, pumpkin judging, face painting, and tattoo artists at the event.

- Facility Marketing TVs: reactivated marketing on each TV
- Headshots of all FT staff and dance instructors



Community Involvement:

- Three Fire Station Open Houses
- Lakeview School Trunk or Treat
- Eisenhower Jr High Resource Fair

Design Work:

- Halloween events
 - o Haunted Hoffman Family Fest
 - o Trick or Treat Path
- Senior November/December event brochure

Promotions:

- Halloween events
- Facility Rentals
- Free ice events
- Bridges 5K
- Top Tracer
- Club: monthly promo, Community Fitness Day, facility signage

Email campaigns: Five e-blasts were sent out this month.

Group specific emails included:

- Community Fitness Day – to TC/WRC members
- Senior October Newsletters – to seniors (sent two emails)
- Dog Costume Contest – to dog park members

Social Media:

- 65 posts in October
- Top interactive posts:
 - Winter Basketball League – 8700 reached
 - Holiday Craft Fair – 4600 reached
 - Happy Halloween from Dance – 2700 reached
- E-Sports Birthday Party advertising reached 10,000 people in our area who have children between the ages of 8 and 13. There have been 281 clicks and 11 birthday parties booked.
- Quarter 4 Location ads for E-Sports Zone Birthday Parties and HEParks continue to help grow followers and advertise the district. During October, business ads promoting the park district, not specific programs, reached 36,062 new customers. The goal of these ads are to reach new customers within our areas. This advertisement focuses on people within the zip codes associated with Hoffman Estates.
- HEParks social platforms continue to exhibit strong growth.
- Youth Basketball leagues, which were published off the traditional calendar timeline, on social media and via general email, had some of the highest registration numbers recorded.

- In October, 78% of all traffic to the HEParks Facebook page were Women. The largest group was 35 to 44-year-olds at 35.8%. The second highest follower group was women 45 to 54 years old at 17.1%. For Instagram followers, there were more 25 to 34-year-old followers than 45 to 54-year-old followers, but the main follower group remains 35 to 44-year-old women.

of Followers:

				Follower Count of HEParks Managed Social Media Accounts by Month				
				Monthly Follower Count				
Account	Social Media Platform	October 2021	September 2021	August 2021	Jul7 2021	June 2021	May 2021	April 2021
Bridges of Poplar Creek	Facebook	1,102	1,098	1,094	1,096	1,091	1,083	1,081
	Instagram	142	139	132	130	129	129	128
	Twitter	160	161	161	160	161	161	163
The Club	Facebook	1,668	1,656	1,650	1,646	1,647	1,642	1,644
	Instagram	357	352	349	350	346	344	333
	Twitter	40	40	40	40	40	39	39
HEParks	Facebook	5,638	5,590	5,533	5,489	5,369	5,293	5,213
	Instagram	990	973	966	954	912	888	866
	Twitter	1,088	1,081	1,081	1,076	1,073	1,073	1,072
Ice Academy	Facebook	108	108	108	101	100	100	98
Wolf Pack	Facebook	393	381	370	366	358	356	349
	Instagram	376	373	375	369	366	362	354
Senior Center	Facebook	123	123	123	123	122	121	120

Website:

Highest visited pages

- Highest visited pages in October 2021: Haunted Hoffman Family Fest (event page), Program Guide, Trick or Treat Path, Youth Basketball (compared to September 2020: Drive Book, Dog Park, and Swimming).

- Traffic to HEParks.org spikes every Thursday, coinciding with the all-district email delivery.
- 70.68% of the mobile traffic to HEParks.org is from Apple Devices.
- 4,719 visitors viewed the information on Haunted Hoffman Family Fest Event and the Trick or Treat Path during October.
- Webpages were updated and reorganized based on customer feedback and customer service needs.
- 61.81% of all HEParks web traffic was by patrons between 18 and 44 years old. 20.7% of all traffic to the site was made by patrons aged 55 and over.
- 95.20% of all traffic on HEParks.org via social media is from Facebook. 2.12% is from Instagram.

Press Releases:

- Stories in the Park
- Haunted Hoffman Family Fest – paid ad
- Submitted small written articles about events leading to an increase in small community printed blurbs. These smaller informal articles are being printed more often than larger formal articles.